

Fastidious women everywhere are using these famous skin treatments



The right treatment for a skin that is too oily

FIRST cleanse your face thoroughly by washing it in your usual way with Woodbury's Facial Soap and warm water. Wipe off the surplus moisture, but leave the skin slightly damp.

Now with warm water work up a heavy lather of Woodbury's Facial Soap in your hands. Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion.

Rinse with warm water, then with cold—the colder the better. If possible, rub your face for thirty seconds with a piece of ice.



Use this treatment for a skin that is subject to blackheads

APPLY hot cloths to the face until the skin is red-dened. Now with a rough washcloth, work up a heavy lather of Woodbury's Facial Soap and rub it into the pores thoroughly—always with an upward and outward motion.

Rinse with clear, hot water, then with cold—the colder the better. If possible, rub your face for thirty seconds with a piece of ice. Dry carefully.

How to take care of a skin that is pale and sallow

ONE night a week fill your bowl full of hot water—almost boiling hot. Bend over the top of the bowl and cover your head and the bowl with a heavy bath towel so that no steam can escape. Steam your face for thirty seconds.

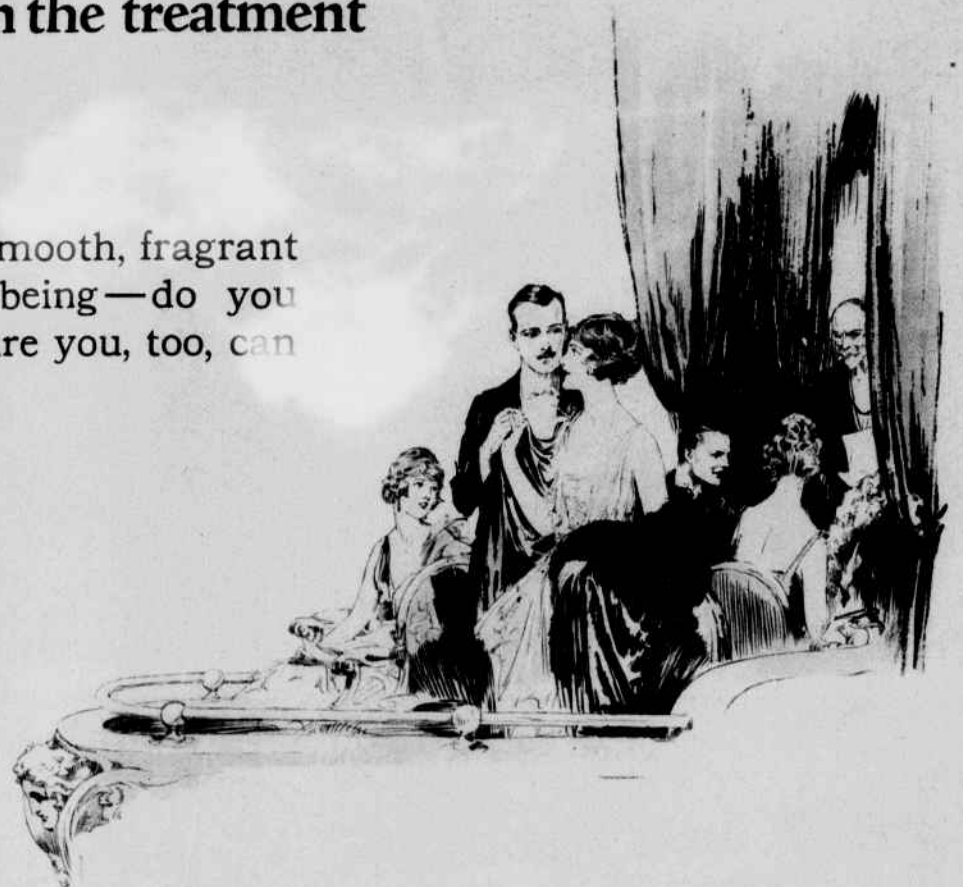
Now lather a hot cloth with Woodbury's Facial Soap. With this wash your face thoroughly, rubbing the lather well into your skin with an upward and outward motion. Rinse the skin well, first with warm water, then with cold. Finish by rubbing it for thirty seconds with a piece of ice.



Begin today to give *your* skin the treatment that suits its special needs

A BEAUTIFUL skin, fresh, smooth, fragrant with health and well-being—do you realize that with the right care you, too, can have this charm?

Sleep—fresh air—the right food—these will contribute to a healthy condition of your skin. But your skin itself must be given special care if you want it to have all the beauty and charm it can have. Your skin is a separate organ of your body. Neglect of its special needs may result in an unattractive complexion, even though your general health is good.



Are you using the right treatment for your special type of skin?

Just what type of skin have you? Is it dry or oily? Fine or large-pored? Sensitive or resistant? Is it subject to blackheads? To blemishes? Does it lack color? These are some of the things you must consider in deciding the right treatment for your skin.

Don't imagine that the same treatment will do for every skin. The treatment that is right for one type of skin may be absolutely unsuited to another.

Three of the famous Woodbury treatments for *different types of skin* are given on this page. These and other complete treatments for each type of skin and its needs you will find in the booklet, "A Skin You Love to Touch," which is wrapped around each cake of Woodbury's Facial Soap.

Fastidious women everywhere are using these famous treatments, for they represent the ideal method of meeting the different needs of different complexions.

Why the skin of your face requires special care

It is a well-known scientific fact that the nerves which control the blood-supply are more sensitive in the skin of your face

than elsewhere—and that consequently the skin of your face is more liable to disturbances.

For this reason the soap which you use daily on your face should be of the best quality obtainable.

Get a cake of Woodbury's today and begin now to give your skin the special treatment that will keep it fine in texture, lovely in color, smooth and clear, as a woman's skin should be.

A 25 cent cake of Woodbury's lasts a month or six weeks for general cleansing use, including any of the special Woodbury treatments. The same qualities that give Woodbury's its beneficial effect in overcoming common skin troubles, make it ideal for general use.

Send today for a complete miniature set of the Woodbury skin preparations

For 25 cents we will send you a complete miniature set of the Woodbury skin preparations, containing:

- A trial size cake of Woodbury's Facial Soap
- A sample tube of the new Woodbury's Facial Cream
- A sample tube of Woodbury's Cold Cream
- A sample box of Woodbury's Facial Powder
- Together with the treatment booklet, "A Skin You Love to Touch."

Send for this set today. Address The Andrew Jergens Co., Spring Grove Ave., Cincinnati, Ohio.

A scientist's suggestions on the proper washing of the face

Always wash out your washcloth after using and if possible hang it where it will sun as well as air.

If your skin is at all sensitive, dry it with a soft, rather than a rough towel.

Make it a rule to give your face a thorough washing with soap every night just before retiring. It is injurious to let dirt remain on

your face overnight. Always rinse your face three or four times with clear, not soapy water. If possible use running water for rinsing.

If you happen to live in a section where the water is very hard, boil the water in which you wash your face.

This is the simplest way to convert hard water into soft.

WOODBURY'S FACIAL SOAP